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June 10, 2005

Pervasive

**Strongest portfolio of general purpose x86  
Embedded low-power processor solutions  
in the industry**

**High-performance, ultra-low-power  
processor solutions for high-growth  
Consumer Electronics and communications  
markets**

- Multimedia mobile and fixed consumer electronics
- Client computers/networking devices
- Set-top boxes

**Strong Customer –Centric based move to  
SOC**

- Complete Solutions
- Faster time to market for developers
- Better value for customers



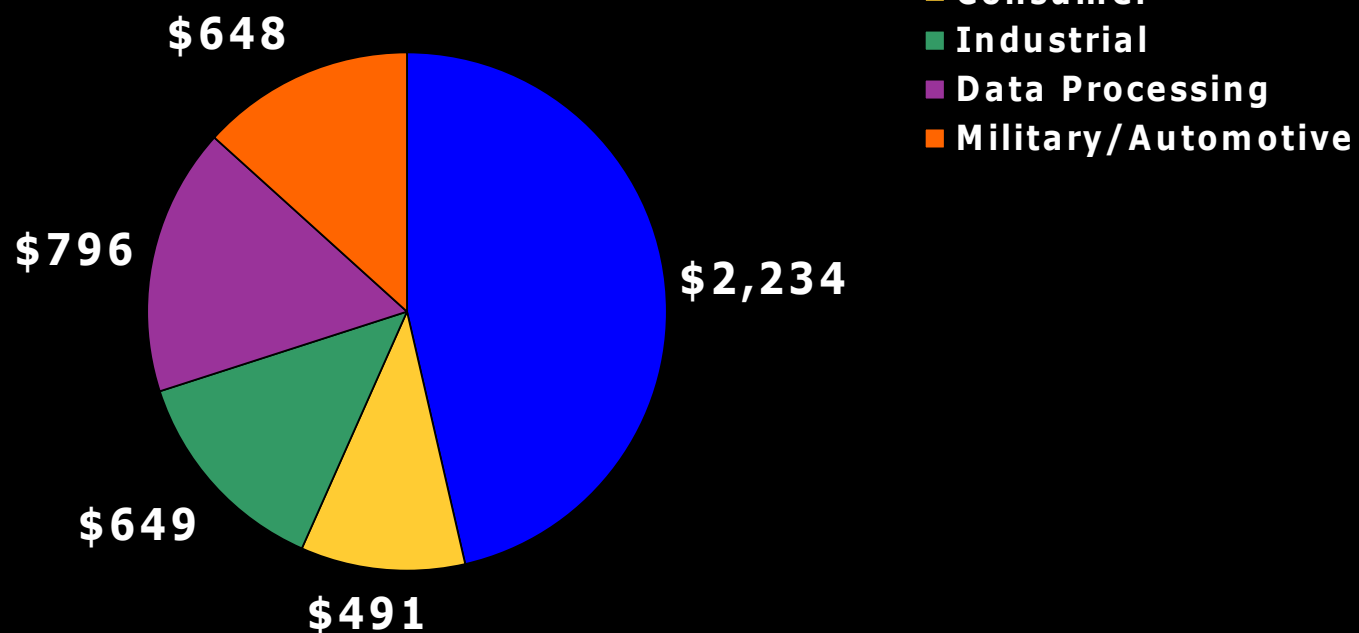
# How Big is the Market?



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## CPU Revenue in \$ Millions

Est. \$4.8 Billion 2005



Source: In-Stat MDR Embedded 32-Bit Microprocessors In Customer-Specific, Cell Based Designs July 2004

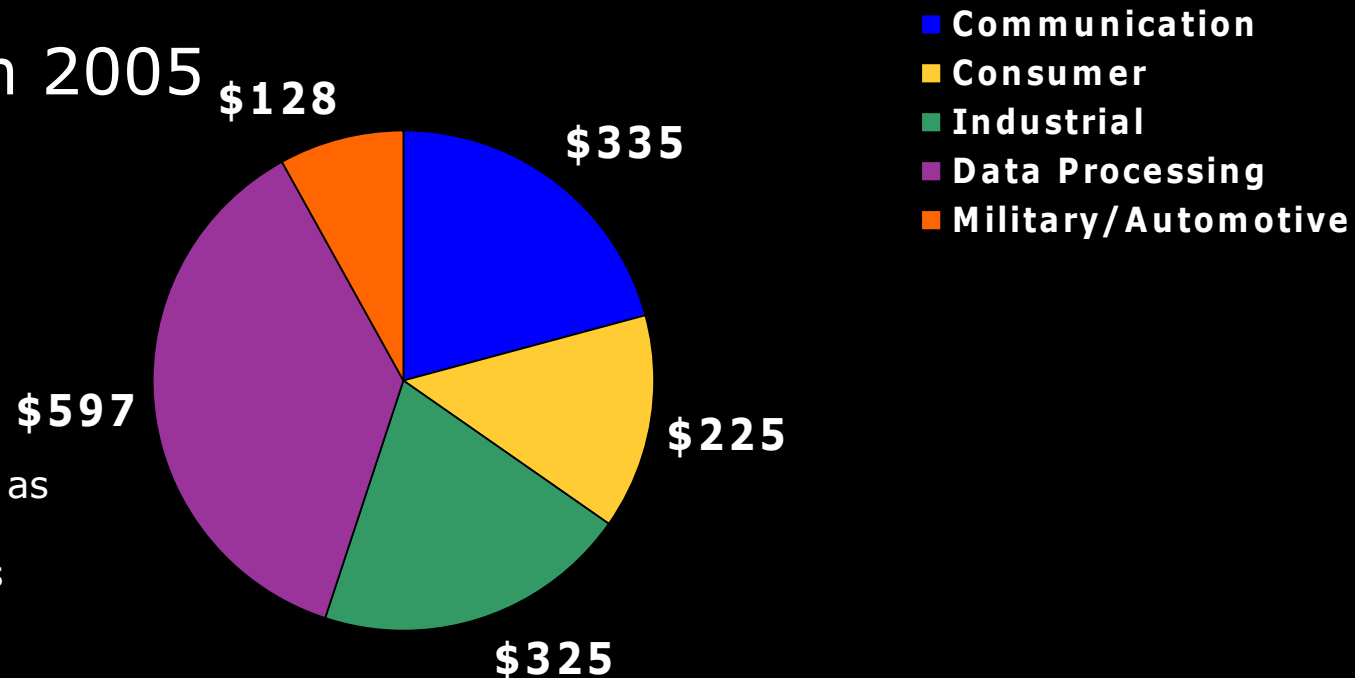
# What is AMD addressing?



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## CPU Revenue in \$ Millions

Est. \$1.7 Billion 2005



AMD is addressing:

- Consumer Devices such as Portable Media Players
- Single Board Computers
- Industrial Controllers
- Thin Clients
- High and Mid-End Printers
- ~15% of the Communications Market Equipment

Source: In-Stat MDR Embedded 32-Bit Microprocessors In Customer-Specific, Cell Based Designs July 2004

# Growing the Addressable Market for x86-based Consumer Electronics



Q205

Q404

Introduction of the AMD Geode™ LX 800@0.9W processor family

Maximum performance-per-watt, HD media, long battery life

Full blown Windows® XP or Linux desktop experience on a handheld platform

Q204

Introduction of the Personal Internet Communicator (PIC)

Introduction of the AMD Geode GX and AMD Geode NX families

Q104

Unveiling of the 50x15 Initiative

Q403

Launch of the AMD Geode™ brand

Q303

Unveiling of the x86 Everywhere vision

Q303

Purchase of Geode IP from National

Max. performance for fixed devices, low heat, no battery consideration

Portable performance, improved digital media capabilities, handheld OS variants, moderate battery life

Inherent Device Compatibility and Connectivity Using Universal x86 ISA

- **AMD Geode™ LX 800@0.9W Processor\* - Design Without Compromise**

- **Highest Performance per Watt**

- New power of mobility = Longer battery life for most mobile applications
- Runs Windows® XP under a watt (CPU core power, <2W typical for full chipset)
- Higher memory bandwidth through DDR interface
- Higher I/O throughput through USB2.0
- Performance headroom

- **Familiarity**

- Brings a familiar Operating System to customers
- Simpler design and programming (no DSP or DSP code required)
- Industry standard x86 development environment

- **Catalyst**

- Pushes the envelope on where Windows can exist
- Drives the convergence of communications and function computing
- Enables the next generation of mobile applications
- Standard architecture for ease of integration



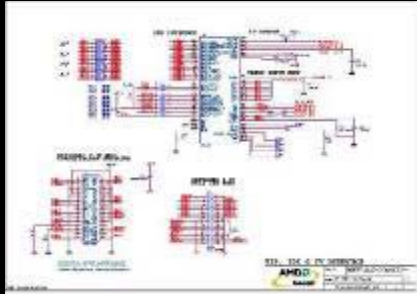
# The Customer-Centric Solution Ecosystem Enabling Accelerated Time to Market



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*Goal -  
Provide Best-In-Class  
tools to enable target  
concept to production  
in four months*

## Schematic

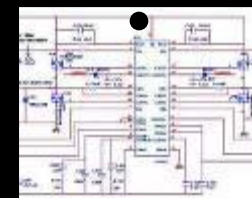
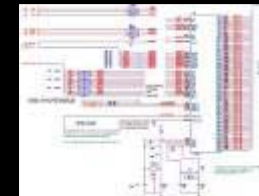


## Complete Platform



## Board Built & Tested

Option  
Schematic  
Pages



A complete set of tools available to customer

- OrCAD Design Files
- BOM
- Design Documentation

- PCB Design Files
- Proof of Concept Model
- Software RDK

- OrCAD Design Files
- Design Documentation



2005 Analyst Day

# AMD x86 Embedded Silicon Families and Target Applications



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## Geode™ GX Family

- Thin Client
- Single Board Computers
- Embedded x86 Apps
- PIC
- Network Attached Storage

## Geode™ NX Family

- Thin Client
- Single Board Computers
- Digital TV Receiver
- High-capacity Router
- HDTV Set Top Box
- Automotive Entertainment

## Geode™ LX Family

- Thin Client
- Single Board Computers
- Digital TV Receiver
- High-capacity Router
- Micro-portable Laptop

## Embedded AMD Opteron™ processor

- Storage (SAN and NAS)
- Medical and Industrial
- Digital Imaging
- High Performance Communications
- Industrial Automation
- Military



# What's Next? Introducing the ALPS Platform...



- ALPS Platform (Advanced Low Power Solution)
  - Set of IP and design methods to develop SOC solutions
  - Targeting specific embedded vertical market segments
    - Optimal Price, Power, Performance points
    - Ecosystem of key partners
- Includes Silicon, SW, and System Building Blocks
- Optimize Power and Performance Based On Market Requirements
- Capability to partner with key customers for co-development



# The ALPS – based SOC Platform Strategy (Advanced Low Power Solution)



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Example Vertical Market Segments

Key IP  
Building Blocks

Geode LX IP/  
CS5536 IP

AU1200 IP

Partner IP

•400Mhz/Bulk LL  
•700MHz+/Bulk LP

ALPS

•SOC Design Flow  
•Synthesis Design  
•90nm Bulk  
•IP Building Blocks  
•Key Partners

CMD & PMP

Automotive

General  
Embedded

DTV

PIC  
ACP + Gfx

IPSTB  
ACP + Decode

■ Snowmass   ■ In Definition  
■ ALPS Control Processor (ACP)

- Strong Portfolio
  - Strongest x86 Embedded Portfolio in Industry
  - New no-compromise products just launched
- Strong Platform Strategy
  - Accelerating product lifecycle and IP leverage
  - Highly responsive to fast moving consumer electronics space
- Strong Resources
  - More resources dedicated to extending x86 than ever before

- Microsoft

*"Together, the flexibility of Windows and AMD Geode processors are enabling developers to create a range of new and innovative low-power, high-performance devices."*

*-Jane Gilson, director of marketing for the Mobile and Embedded Devices Division at Microsoft Corp.*

- Samsung Electronics

*"Designers will be able to consider completely new x86 architecture-based embedded applications when not forced to compromise power or performance."*

*-Dr. James Jo, vice president of the Digital Media R&D Center, Corporate R&D, Samsung Electronics*

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